

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	09/492,725
	Filing Date	January 27, 2000
	First Named Inventor	Robert G. Arsenault
	Title	System and Method for Transmitting, Receiving and Displaying Advertisements
	Art Unit	3688
	Examiner Name	Jean D. JANVIER
	Attorney Docket Number	PD-980142

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number
Todd N. Snyder	41,320
Mark C. Zimmerman	44,006
Felipe Hernandez, Jr.	61,971

Please recognize or change the correspondence address for the above-identified application to the address associated with Customer Number: 20991

I am the Assignee of record of the entire interest.

See 37 CFR 3.71. Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith.

SIGNATURE of Assignee of Record		
Signature – 	Date	March 16, 2009
Name – Karen L. Lum	Telephone	310-964-0735
Title and Company – Assistant Secretary, The DIRECTV Group, Inc.		
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.		
*Total of ONE form is submitted.		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public, which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require completing this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.